



CELEBRATING BUSINESS  
EXCELLENCE ACROSS THE  
CASEY CARDINIA REGION

Entry Guidelines

Presented by





# CASEY CARDINIA BUSINESS AWARDS 2017

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The Casey Cardinia Business Awards are considered one of the region's flagship business development programs which celebrate the outstanding achievements of organisations and businesses whose passion and commitment make our region such a unique place to live, work and employ.

The Awards recognise significant achievements in the areas of agriculture, business, community, hospitality, manufacturing, tourism, sustainability, and celebrate those who contribute to the social, economic and sustainable benefit of the region, enhancing Casey Cardinia's reputation as one of the most workable places.

The awards are free to enter and provide entrants with the opportunity to:

- be recognised for outstanding effort and contribution to our region
- receive publicity and media exposure to promote your business and achievements
- establish relationships with other local businesses along with senior business leaders through the judging process
- network at a range of events throughout the program
- receive valuable feedback and advice from industry experts from a wide range of industry sectors

- review project objectives and ambitions whilst reflecting on your organisations achievements
- provide recognition and reward for employees.

Winning an award is a great motivator and can boost team morale

- gain a competitive edge through use of the official Casey Cardinia Business Awards finalist or winner logo in marketing collateral
- remain involved with the program in future years' and establish networks with other participants.

The Awards program will culminate with the presentation of awards at the prestigious Gala Awards Dinner on Friday 27 October, where finalists will be acknowledged and winners celebrated.

Do you know an inspirational business operating within the Casey Cardinia Region? Then why not tap them on the shoulder and encourage them to enter the awards, or nominate them for our People's Choice Award.

Applications close 5:00pm AEST, Wednesday 31 May.

For full details visit [www.caseycardinia.com.au/businessawards](http://www.caseycardinia.com.au/businessawards)

# MESSAGE FROM THE CASEY CARDINIA REGION

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It is our great pleasure to announce that the Casey Cardinia Business Awards are open for applications.

The Casey Cardinia Region introduced these awards to acknowledge the inspirational achievements of those who have helped shape our region into the remarkable place it is today.

From large corporations to small businesses, the Awards celebrate those who make our region a truly unique place to live, work and do business.

We urge you to lodge an application today or nominate a business you believe is worthy of recognition through our People's Choice Award.

A handwritten signature in black ink, appearing to read 'Sam Aziz'.

**Cr Sam Aziz**  
Mayor, City of Casey

A handwritten signature in black ink, appearing to read 'Brett Owen'.

**Cr Brett Owen**  
Mayor, Cardinia Shire Council

# WHY ENTER THE AWARDS?

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The Casey Cardinia Business Awards aims to recognise those businesses whose initiatives are an encouragement and an example for others to follow. We believe it is important to acknowledge and celebrate the hard work undertaken by our local business community across the Casey Cardinia Region.

Providing recognition for these outstanding achievements helps inspire and challenge others in creating a better future for the Region.

Business owners that have participated in the Casey Cardinia Business Awards say the application process is of enormous value.

That's because the entry submission requires you to step back and strategically review your business and its future. The self-analysis can identify deficiencies in your current practices that can be improved or provide comfort that you are on the right track. Entering can help you check your vital signs and identify opportunities for growth and expansion.

Past entrants suggest it will take a few hours to complete, however we encourage you to involve your team early and keep them involved throughout the process. It'll make the process more manageable and ultimately allow them to engage better with your business vision and strategic direction.

You can answer questions in any order and all answers need to be completed to ensure your entry is considered valid.

To make the process as smooth as possible, we've created some tips to help you answer the questions along the way. Visit [www.caseycardinia/businessawards](http://www.caseycardinia/businessawards) to download a copy today.

## IMPORTANT NOTE

When completing your online entry please remember to click the 'SAVE' button before navigating away from the page.

### Testimonial from the team at Australian Fresh Leaf Herbs

"The whole team at Australian Fresh Leaf Herbs was so excited to not only be named the winner of the Agriculture and Food Business of the Year Award, but also to take out the overall top achievement being named the Casey Cardinia Business of the Year for 2016.

We have worked tremendously hard to build our business to what it is today; and it has been fantastic to see this effort recognised by both industry and our local Council.

Winning this award has allowed us to celebrate with our team, customers and suppliers, as well as showcase the opportunities that exist for businesses to succeed within the agricultural industry.

Since we founded our business in the City of Casey in 2008, we have seen the area transform and thrive and in turn our business has grown from strength to strength.

We would strongly encourage all eligible businesses to consider lodging an application in the 2017 awards program. The process was not only a great opportunity for us to assess the current state of our business through reflection, but it also allowed us to recognise and celebrate our achievements with both our team and the broader community.

Thanks to the City of Casey and Cardinia Shire Council for creating such a program that acknowledges and celebrates the fantastic work being undertaken across the regional business community."

Australian Fresh Leaf Herb Team

# AWARD CATEGORIES

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The awards honour organisations and businesses that have made significant contributions in the following areas which have been identified as vital elements for securing the Casey Cardinia Region's future as a thriving, forward thinking place to live, work and grow your business.

## AWARDS



### CATEGORY AWARDS

- Agriculture & Food
- Business & Professional Services
- Health, Education & Wellbeing
- Home-based Business
- Hospitality
- Manufacturing
- New Business
- Retail
- Social Enterprise
- Tourism
- Trades & Construction
- Environmental Sustainability

### OTHER AWARDS

- People's Choice Award
- Casey Cardinia Business of the Year

Applicants are entitled to enter in up to two categories.

There are ten questions to the application, including:

1. Description and point of difference
2. Achievements in the past five years
3. Plans for development in the next five years
4. Marketing
5. Leadership and involvement in the local community
6. Risk management
7. Professional development / staff development
8. Access for all
9. Innovation
10. Category specific question

# PEOPLE'S CHOICE AWARD

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One nomination is all it takes to shine a light on an outstanding business!

The People's Choice award provides you the opportunity to vote from nominated businesses. This Award is a separate voting system and does not require an application form.

Unlike all other category awards, the People's Choice Award is not judged but decided by popular vote by 'you' the public!

There are two stages to this process – nominations and voting.

- Nominations will commence from 9:00am AEST on Monday 3 April to 5:00pm AEST Wednesday 31 May 2017.
- Voting for a winner of the People's Choice Award will commence from 9:00am AEST on Monday 5 June to 5:00pm AEST on Friday 23 June 2017.

Only one vote per person irrespective of voting method but you may vote for as many businesses as you like. You can even vote for your own business.

So, if you appreciate or are inspired by the great work a local business or organisation is undertaking, we encourage you to cast your nomination and vote today!

Winner will be announced at the Gala Presentation Dinner on Friday 27 October 2017.

**ONE NOMINATION  
IS ALL IT TAKES**

[www.caseycardinia.com.au/  
businessawards](http://www.caseycardinia.com.au/businessawards)

# PRIZES

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Not only are the Casey Cardinia Business Awards a wonderful opportunity to promote your business, but cash prizes totalling \$15,000 are also up for grabs.

## APPLICANTS WILL RECEIVE:

- commemorative certificate
- assistance in preparing your application should this be required through free mentoring panel
- feedback from judges regarding your application
- 2 complimentary tickets to attend the September Casey Cardinia Business Breakfast
- One-on-one meeting with a Council Officer to discuss your business and how we can assist you
- invitation to attend free Masterclass

## FINALISTS WILL RECEIVE:

- commemorative certificate
- marketing pack to assist with promotion of your success as a finalist
- feature article on all finalists in local newspaper through Star News Group

## WINNERS OF CATEGORY AND PEOPLE'S CHOICE AWARDS WILL RECEIVE:

- commemorative certificate
- \$1,000 cash
- trophy
- marketing pack to assist with promotion of your success as a winner
- \$200 gift voucher courtesy of Star News Group Group for employment advertising
- feature in a post-Awards commemorative edition with the Awards media partner
- acknowledgement via radio campaign post awards courtesy of 89.9 LightFM

## CASEY CARDINIA BUSINESS OF THE YEAR WILL RECEIVE:

- commemorative certificate
- \$2,000 cash
- trophy
- marketing pack to assist with promotion of your success as a winner
- \$200 gift voucher courtesy of Star News Group Group for employment advertising
- \$5,000 radio marketing package courtesy of 89.9 LightFM
- feature in a post-Awards commemorative edition with the Awards media partner





# NEXT STEPS

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## **INFORMATION SESSIONS**

If you prefer one-on-one attention, Awards staff are available to meet with you at your premises to take you through the program and application process.

These sessions are designed to give applicants general information on the program and basic guidance in completing your Awards submission.

Entrants will receive handy hints and advice on what the judges are looking for and the elements required to produce a good submission.

The Casey Cardinia Business Awards program will be outlined, the category criteria will be discussed in detail and entrants will have the opportunity to ask questions.

Entrants will also be guided through the online submission process, including how to attach and upload required documentation.

Information sessions are free to attend however registration is essential. Contact [rewilson@casey.vic.gov.au](mailto:rewilson@casey.vic.gov.au) to register your interest today!

# HOW TO ENTER

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Entry in the Casey Cardinia Business Awards can be made by submitting an application online. To enter, simply follow the six key steps:



## 1 STEP 1 REGISTER

The registration of entry stage requires entrants to confirm their details and select the award category they are applying for.

You must register your entry at [www.caseycardinia/businessawards](http://www.caseycardinia/businessawards)

Upon registration, a unique entrant profile will be created for you, including a username and password. Please ensure you keep this safe as it will be required to upload your submission.

**Registration of entry closes at 5:00pm on Wednesday 31 May 2017.**

## 2 STEP 2 DETERMINE AWARD CATEGORY

This step requires the entrant to define which category they will be applying for.

Download the Award Criteria from the website, which will assist you in determining the most appropriate category/s for your business or organisation.

## 3 STEP 3 WRITE YOUR SUBMISSION

The next stage of the entry process requires entrants to complete a submission by answering each section of the application form for your chosen award category.

Entrants must also adhere to all terms and conditions, along with duty of disclosure, so it is important that you read and understand them before completing your submission.

After you have completed the Registration of Entry form via the website, entrants must write a submission. The submission must address all selection criteria for your chosen award category as summarised below.

## 4 STEP 4 READ AND SIGN DUTY OF DISCLOSURE

It is important that all relevant information is disclosed to Council.

This includes any legal proceedings or prosecutions or similar matters involving the business or involving its directors or staff arising out of the running of the business.

This is irrespective of whether a conviction was recorded, (so fines and penalty notices need to be disclosed). These matters include criminal matters, breach of OH&S legislation, Local Laws prosecutions, Health Act (e.g. food handling, nuisance), Building and Planning matters, Work Cover, Animal Welfare, Work Cover and EPA prosecutions or legal action involving the business and Council.

Council is only interested in matters that relate to the business, not personal speeding fines or similar.

If all matters are not disclosed then any award to the business may be cancelled and the business and those associated with it may be excluded from participating in future Awards.

## **5** **STEP 5** **CONFIRM TERMS & CONDITIONS**

- Businesses must be located or conduct their primary business within the City of Casey and/ or Cardinia Shire. Businesses that are a franchise and can demonstrate that they have a dedicated territory within the City of Casey and/or Cardinia Shire may also enter.
- Businesses must have been trading for a minimum of 12 months at the time of application. In the case of an entrant to the New Business award, the business must have been trading for between 12 months and three years at the time of application. Existing business under new management are ineligible for the New Business award.
- Persons entering the awards must be authorised to do so by the business.
- Sponsors, Councillors, Council employees and members of the judging panel and their families are ineligible to enter.
- Other parties may nominate a business, who will then be sent an entry kit. Nominations do not count as an entry nor are they a requirement of entry.
- Government agencies are ineligible to enter.
- All entries must be received by 5.00pm Wednesday 31 May 2017.
- Entrants must permit judges access to their business for an announced site visit or an off-site meeting where appropriate.
- No alterations to applications will be permitted after the date of submission.
- The judges' decisions are final and no correspondence will be entered into.

- The City of Casey and Cardinia Shire Council reserve the right to take photographs, use film and audio and use any part of the entry for media and promotional purposes for the Casey Cardinia Business awards.
- All costs associated with entry, including attendance of the awards presentation dinner will be the responsibility of the entrant.

## **6** **STEP 6** **UPLOAD YOUR SUBMISSION**

Once completed, entrants will be required to upload your application and any supporting documentation at [www.caseycardinia/businessawards](http://www.caseycardinia/businessawards) by 5:00pm AEST Wednesday 31 May 2017.

You will need to enter your username and password to upload your submission documents.

Once your application has been successfully uploaded, a member of the Awards team will be in contact regarding the next stages of the entry process.



# JUDGING PROCESS

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One of the strengths of the Casey Cardinia Business Awards program is the comprehensive judging process, which is designed to be fair, transparent and independent of the City of Casey and Cardinia Shire Council.

The judging process relies on the generosity of an esteemed panel of judges who are highly experienced and respected in their individual fields, representing a variety of industry sectors across Melbourne.

After your submission is received, you will be sent a confirmation email acknowledging that you are through to the next stage of the program.

Judging is points based so it is important to remember to answer all questions in order to avoid being penalised.

The first step will see the judging panel develop a shortlist of three finalists per category which will be announced at a cocktail function where all finalists will be announced to the public.

This is a complimentary event for all applicants which we encourage you to attend to broaden your networking opportunities through the awards process. Due to limited seating the invitation will be for two representatives to attend from your organisation or business.

If you are successful as a finalist you will move onto the next stage of the judging process where our esteemed panel will determine a winner of each individual category along with the Casey Cardinia Business of the Year recipient.

All finalists will receive a site visit from the judges which is only for the purpose of the judges requiring additional information in order to make a decision. Should a site visit be in order, the Awards Coordinator will contact you to make arrangements for an appropriate time for both parties.

Winners will be acknowledged and celebrated at the gala dinner to be held on Friday 27 October 2017 and we encourage all applicants to attend. This is a ticketed event and details will be available at [www.caseycardinia/businessawards](http://www.caseycardinia/businessawards)

The judges' decisions are final.

## FAQS

**DO YOU HAVE A QUESTION ABOUT THE CASEY CARDINIA BUSINESS AWARDS?**

Visit [www.caseycardinia.com.au/businessawards](http://www.caseycardinia.com.au/businessawards) to find the answers to the most common questions or call the Awards team on phone **9705 5200**.

# CASEY CARDINIA BUSINESS AWARD WINNERS 2016

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## **Agriculture & Food Award**

Australian Fresh Leaf Herbs

## **Business & Professional Services Award**

Successful Endeavours

## **Health, Education & Wellbeing Award**

Hero Headquarters

## **Home-based Business Awards**

Sam Michelle – Paintings

## **Hospitality Award**

O.MY Restaurant

## **Manufacturer Award**

Sterling Pumps

## **New Business Award**

Casey Childcare Cardinia

## **Retailer Award**

iBare Giftware

## **Social Enterprise Award**

Waverley Industries

## **Tourism Award**

Safir Tours

## **Trades & Construction Award**

POWERPLANT Project Services

## **Environmental & Sustainability Award**

Beaconsfield Dental

## **People's Choice Award**

Enhance Yoga

## **CASEY CARDINIA BUSINESS OF THE YEAR AWARD**

Australian Fresh Leaf Herbs

An important part of the Casey Cardinia Business Awards program is the announcement of the Business of the Year. To achieve this honour, the organisation or business must show an outstanding contribution to the Casey Cardinia Region in their chosen field as well as a significant contribution to the regional community.

Judges will be looking for strong growth, innovation and leadership as well as a clear vision.

Judging criteria:

- A sound business plan and Sales and Marketing strategy.
- A strong record of growth.
- A demonstrable commitment to customers.
- Strong leadership with the ability to drive the business forward.
- An excellent record of staff training and development.
- Environmental awareness and a commitment to the community.
- Innovation and ambition.
- Profit growth backed up with sound financial controls.
- Demonstrate advancing equality and diversity as key features in all its activities.
- Be a standard bearer for success within the Casey Cardinia Region.

# KEY DATES

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<b>DUE DATE</b>	<b>DETAILS</b>
3 April	Entries open
31 May	Entries close
5 June	Judging commences
6 September	Finalist Function
27 October	Gala Presentation Dinner

## **CONTACT DETAILS**

For more information please contact:

Raylene Wilson

Casey Cardinia Business Awards Co-ordinator

Ph: 9705 5200

Email: [rewilson@casey.vic.gov.au](mailto:rewilson@casey.vic.gov.au)

Website: [www.caseycardinia/businessawards](http://www.caseycardinia/businessawards)



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